

Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 AID-05 EB-07 OES-06 NASA-02 DODE-00

CIAE-00 INR-07 NSAE-00 PA-02 PRS-01 USIA-15 COME-00

/056 W

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R 192025Z OCT 76

FM AMEMBASSY BUENOS AIRES

TO SECSTATE WASHDC 7603

INFO AMEMBASSY QUITO

AMEMBASSY PARAMARIBO

AMEMBASSY MONTEVIDEO

AMEMBASSY LA PAZ

UNCLAS SECTION 1 OF 2 BUENOS AIRES 6882

QUITO PASS WILHELM; LIMA PASS DENNIS WILLIAMS

E.O. 11652: N/A

TAGS: TSPA, AR

SUBJ: REPORT ON AIDSAT DEMONSTRATION - OCT 15, 1976

REF: MONTEVIDEO 3926

1. SUMMARY: AIDSAT DEMO ACCOMPLISHED ON OCT 15.
CNIE OF ARGENTINE AIR FORCE HANDLED LOCAL ARRANGEMENTS AND LOGISTICS.
DEMO CONTENTS DISAPPOINTING AND LONG IN OUR VIEW. IMPACT AT ROT SITES
WAS GREATER AND MORE POSITIVE THAN AT TART. TIMING WAS PROPITIOUS, AND

WE THINK THAT SOME POSITIVE COMMERCIAL BENEFITS MAY RESULT. WE DO URGE

SOME CONSIDERATION TOWARD UPGRADING AND SHORTEINING THE FILMED PORTION

OF THE DEMO, HOWEVER. END SUMMARY.

2. THE DEMONSTRATION: THE AIDSAT DEMONSTRATION WAS HELD AS
PLANNED ON FRIDAY AFTERNOON, OCT 15. PRESENT AT THE TART SITE
IN THE AIR FORCE H.Q. BUILDING WERE AIR FORCE COMMANDING GENERAL
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(AND JUNTA MEMBER) ORLANDO RAMON AGOSTI, THE AMBASSADOR, DEFENSE

MINISTER JOSE MARIA KLIX, TREASURY SECRETARY ALEMANN, AND A GOOD TURNOUT OF OFFICIALS FROM VARIOUS MINISTRIES WITH AN INTEREST IN POTENTIAL APPLICATIONS OF SATELLITES. THE ARGENTINE PANEL WAS COMPOSED OF THE STATE SECRETARIES FOR SCIENCE AND TECHNOLOGY, AGRICULTURE AND LIVESTOCK, COMMUNICATIONS, AND PUBLIC HEALTH. IN ALL, THERE WERE SOME 180 PEOPLE PRESENT AT THE TART, ABOUT THE SAME NO. AT MAR DEL PLATA, AND 150 AT PARANA, WHERE ENTRE RIOS PROV. OFFICIALS WERE PROMINENTLY PRESENT. REFRESHMENTS WERE SERVED AT THE AIR FORCE H.Q. FOLLOWING THE DEMONSTRATION.

3. CNIE ROLE: THE ARGENTINE SPACE RESEARCH COMMISSION (CNIE, A PART OF THE ARGENTINE AIR FORCE) WAS THE COLLABORATING ORGANIZATION, AND ARRANGED MOST IN-COUNTRY LOGISTICS. AGOSTI (ON TAPE) INTRODUCED THE HOST-COUNTRY SEGMENT, WHICH INCLUDED BRIEF SUMMARIES OF THE PRINCIPAL PROGRAMS OF CNIE -- HAIL SUPPRESSION, EXAMETNET, REMOTE SENSING AND DEVELOPMENT OF NON-CONVENTIONAL ENERGY SOURCES. A MAJOR OBJECTIVE OF THE DEMO FOR BOTH THE EMBASSY AND CNIE, WAS THE EDUCATION OF DECISION MAKERS ON POTENTIAL USES OF SATELLITES, PARTICULARLY LANDSAT.

4. LOGISTICS: ALL MAJOR ANTICIPATED AND SOME UN-ANTICIPATED LOGISTIC REQUIREMENTS WERE MET, ALBEIT NOT WITHOUT DIFFICULTIES. AN ARGENTINE AIR FORCE (AAF) FOKKER F-27 CONFIGURED FOR CARGO FLEW ROT EQUIPMENT AND PERSONNEL, FIRST TO ONE, THEN TO THE OTHER ROT SITE. ON THE RETURN TRIP (WHICH HAD SOME TIGHT TIMING), THE PLANE MANAGED TO TRANSPORT TWO (2) COMPLETE ROTS, BUT THIS LEFT NO RPT NO ROOM FOR THE FOUR TECHNICIANS, WHO RETURNED FROM PARANA COMMERCIALY. (COMMENT: THIS EXPERIMENTAL FACT MAY BE OF INTEREST AT FUTURE SITES. WE FOUND THAT IT WAS NOT SO MUCH THE WEIGHT AS THE VOLUME OF THE EQUIPMENT WHICH WAS LIMITING FOR AIR SHIPMENT. IN THIS CONNECTION, STATE 237200 HAS THE CORRECT INFO, BUT STATE 234336 VOLUME DATA IS INCORRECT). THE ADVENT PROJECTOR WITH OUR TART (NO. 10) WAS NOT OPERABLE. (THIS IS NEEDED TO PROJECT VIDEO PICTURE ONTO 2-METER SCREEN). CNIE WAS INSISTENT THAT DEMO HAVE THIS EQUIPMENT, SO ARRANGEMENTS WERE MADE ON SHORT NOTICE AND, THANKS TO COOPERATION OF MONTEVIDEO AND SPECIAL AAF FLIGHT, ADVENT PROJECTOR FROM OTHER CLUSTER WAS FLOWN HERE AND INSTALLED ON MORNING OF OUR DEMO.

5. COMMENT: GIVEN EFFORTS WHICH WENT INTO THIS ON PART OF AID, UNCLASSIFIED

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NASA, AND AAF/CNIE, WE MUST ADMIT TO SOME FEELING OF DISAPPOINTMENT ON CONTENT OF DEMO SOMEWHAT ALONG LINES OF MONTEVIDEO'S (PARAS 5 A AND B OR REF) WHILE CONTENT OF FILMS MAY WELL HAVE BEEN APPROPRIATE FOR AVERAGE OF COUNTIRES INCLUDED IN DEMO, EMPHASIS WAS, FOR ARGENTINE AUDIENCE, A BIT TOO HEAVY ON EXTEME POVERTY, HUNGER, AND BASIC EDUCATION, AND WITH ITS CENTER OF GRAVITY MANY MILES TO THE EAST OF HERE. IN ADDITION, WE MUST AGREE WITH MONTEVIDEO THAT THE LENGHT OF THE FILMS WAS MUCH TOO LONG. THIS HAD THE EFFECT OF

REDUCING OUR AUDIENCE AT THE TART BY A SIGNIFICANT NO. AS THE VERY BUSY DECISION-MAKERS, REGRETTABLY INCLUDING BRIG. AGOSTI MINISTER OD DEFENSE KLIX AND THE AMBASSADOR, COULD NOT STAY TILL THE END AND THEREBY MISSED THE PANEL DISCUSSION, WHICH THEY VERY MUCH WANTED TO SEE. THIS WAS NOT A PROBLEM AT THE ROT SITES, WHERE FEW PEOPLE LEFT BEFORE THE END. THERE APPEARED TO BE COME CONFUSION IN THE PANEL DISCUSSION AS TO TO WHOM EACH QUESTION SHOULD BE DIRECTED. THERE WERE ALSO SOME INSTANCES OF U.S. PANELISTS ANSWERING THE WRONG QUESTIONS.

6. TECHNICAL: THE CIEF TECHNICAL PROBLEM WE HAD WAS A 12 MINUTE DELAY AT THE BEGINNING DUE TO A CONFIGURATION SNAFU AT GODDARD. WHILE WE LOST NO AUDIENCE DURING THIS PERIOD, THE DELAY CONTRIBUTED TO MANY ATTENDEES MISSING THE PANEL DISCUSSION LATER ON. AUDIO WAS GENERALLY PASSABLE, ALTHO PRESIDENT FORD'S MESSAGE COULD BE IMPROVED UPON. VIDEO OF THE U.S.-ORIGIN PORTION WAS VERY GOOD, AND THAT OF THE BUENOS AIRES PORTION GOOD.

7. REACTIONS: WE ARE STILL SAMPLING ARGENTINE REACTIONS, BUT HAVE RECEIVED A NO. OF POSITIVE COMMENTS SO FAR. WE THINK THAT INTEREST IN SATELLITE APPLICATIONS IN THE COUNTRY HAS BEEN ENHANCED AND IN PARTICULAR THAT WE MAY FIND SOME DEFINITE INTEREST IN FUTURE USE OF ATS-6 HERE. THE COMMUNICATIONS SECRETARY SEEMED IMPRESSED.

8. MEDIA: MEDIA REACTION HERE HAS BEEN CONSIDERABLY LESS THAN REPORTED BY MONTEVIDEO. THE GOVERNMENT-OWNED CHANNEL 7 WAS PRESENT MOST OF THE WEEK AND WILL DEFINITELY SHOW SIGNIFICANT PORTIONS OF THE DEMONSTRATION. ARRIVAL OF THE SPANISH FILMS, WHICH HAVE YET TO APPEAR, WOULD HELP IN THIS RESPECT. CHANNEL 10 (SANTA FE) FILMED SOME OF THE PARANA ROT DEMO. THE TWO NASA TECHNICIANS AT PARANA WERE INTERVIEWED ON THE RADIO. PRESS COVERAGE IN BUENOS AIRES HAS BEEN LIGHT, BUT THERE WAS EXTENSIVE COVERAGE IN PARANA AND OTHER NORTHERN PAPERS (INCLUDING FRONT PAGE COVERAGE) AND EXTENSIVE UNCLASSIFIED

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COVERAGE IN MAR DEL PLATA, ALL GENERALLY POSITIVE AND FACTUAL.

9. COMMERCIAL IMPACT: WE THINK THE DEMO MAY HAVE LONG RANGE COMMERCIAL IMPACT. ONE ARGENTINE WHO REPRESENTS U.S. COMPANIES IN SPACE TECHNOLOGY EQUIPMENT HAS BEEN STRONG IN HIS EXPRESSION OF PRAISE ABOUT THE DEMO.

10. BROCHURES: UNFORTUNATELY, THE SPANISH BROCHURES ARRIVED VERY LATE, AND ONLY ONE OF TWO BOXES HAS BEEN RECEIVED TO DATE. TART ATTENDEES HAVE RECEIVED BROCHURES, AND WE PLAN TO SEND THEM TO ROT ATTENDEES IF AND WHEN THE REST ARRIVE.
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11. EXPERTS: WE FOUND IT DIFFICULT TO MAKE EFFECTIVE USE OF THE TWO EXPERTS WHICH ACCOMPANIED THE DEMO. BOTH THE EMBASSY AND CNIE PEOPLE WHO MIGHT HAVE MADE EFFECTIVE USE OF THEM THROUGH PROGRAMMING WERE SO BUSY WITH SOLVING PROBLEMS RELATED TO THE DEMO ITSELF THAT THERE WAS LITTLE TIME LEFT FOR THE EXPERTS. IT SHOULD BE NOTED THAT THE "COMMUNICATIONS" EXPERT, MR. HORNIK, IS AN EXPERT IN EDUCATIONAL TECHNOLOGY (USE OF TV, RADIO ETC. FOR EDUCATIONAL PURPOSES), RATHER THAN AN EXPERT IN "COMMUNICATIONS TECHNOLOGY" AS THOSE TERMS ARE ORDINARILY UNDERSTOOD. (COMMENT: THE ABOVE IS NOT INTENDED TO BE CRITICAL OF MESSRS. HORNIK AND SADOWSKY. BOTH SEEM WELL QUALIFIED AND COOPERATIVE. POSTS WISHING TO MAKE ADVANTAGEOUS USE OF THE EXPERTS SHOULD PLAN THIS WELL IN ADVANCE, HOWEVER, AND BE PREPARED TO PROGRAM THEM AND MEET WITH THEM REGARDLESS OF A MYRIAD OF PRESSURES CONNECTED WITH THE DEMO ITSELF.)

12. USIS: USIS COOPERATED EXTENSIVELY IN THE PRODUCTION OF THE DEMO HERE, MAKING THREE SENIOR AND WELL QUALIFIED LOCAL EMPLOYEES AVAILABLE FOR THE BETTER PART OF EIGHT FULL DAYS (INCLUDING TWO SUNDAYS AND A SATURDAY).

13. TIMING: IT WAS A PROPITIOUS TIME FOR THE DEMONSTRATION AS
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CNIE WAS MOST OPEN TO SUCH COOPERATION AND MOST INTERESTED IN THE IDEA OF SPREADING THE WORD ABOUT LANDSAT AND OTHER SATELLITE USES.

14. AMBASSADOR'S COMMENT: I FEEL RATHER STRONGLY ABOUT THE POOR CONTENT OF THE FILMS FOR OUR AUDIENCES IN ARGENTINA AND SUGGEST THAT CHANGES BE MADE FOR OTHER SHOWINGS IF AT ALL POSSIBLE. THE DEMONSTRATION WAS SOMETHING OF A DISAPPOINTMENT TO ME AND TO BRIG. GEN. AGOSTI. I WISH TO THANK THE NASA AND AID TEAM WHICH DID A GOOD JOB IN ARGENTINA, UNDER WHAT I AM SURE WERE AT TIMES TRYING CONDITIONS.

YOUR PERFORMANCE HERE BROUGHT CREDIT ON YOUR ORGANIZATIONS. I SUGGEST THAT CONSIDERABLE UPGRADING AND SHORTENING BE DONE ON THE FILMED PORTIONS. ARGENTINA DOES NOT NEED A TRAVELOGUE.
HILL

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